

Express Mail No. EV242440216US
UV-55 Cont.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Steven J. Reynolds et al.
Filed : Concurrently herewith
For : SYSTEMS AND METHODS FOR ADVERTISING
TELEVISION NETWORKS, CHANNELS, AND
PROGRAMS

New York, New York 10020
February 19, 2004

Mail Stop PATENT APPLICATION
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.56 and 1.97,
applicants wish to call the attention of the Examiner to
the following documents:

U.S. Patent Documents

| | | |
|-----------|------------------|----------|
| 4,694,490 | Harvey et al. | 09/15/87 |
| 4,704,725 | Harvey et al. | 11/03/87 |
| 4,965,825 | Harvey et al. | 10/23/90 |
| 5,109,414 | Harvey et al. | 04/28/92 |
| 5,233,654 | Harvey et al. | 08/03/93 |
| 5,335,277 | Harvey et al. | 08/02/94 |
| 5,559,548 | Davis et al. | 09/24/96 |
| 5,559,549 | Hendricks et al. | 09/24/96 |
| 5,585,866 | Miller et al. | 12/17/96 |
| 5,589,892 | Knee et al. | 12/31/96 |
| 5,600,364 | Hendricks et al. | 02/04/97 |
| 5,600,573 | Hendricks et al. | 02/04/97 |
| 5,635,978 | Alten et al. | 06/03/97 |

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /R.H./

| | | |
|-----------|-------------------|----------|
| 5,659,350 | Hendricks et al. | 08/19/97 |
| 5,682,195 | Hendricks et al. | 10/28/97 |
| 5,734,853 | Hendricks et al. | 03/31/98 |
| 5,740,549 | Reilly et al. | 04/14/98 |
| 5,760,821 | Ellis et al. | 06/02/98 |
| 5,940,073 | Klosterman et al. | 08/17/99 |
| 5,974,222 | Yuen et al. | 10/26/99 |
| 5,995,092 | Yuen et al. | 11/30/99 |
| 6,151,059 | Schein et al. | 11/21/00 |
| 6,177,931 | Alexander et al. | 01/23/01 |
| 6,198,509 | Dougherty et al. | 03/06/01 |
| 6,263,501 | Schein et al. | 07/11/01 |
| 6,323,911 | Schein et al. | 11/27/01 |
| 6,388,714 | Schein et al. | 05/14/02 |

Foreign Patent Documents

| | | |
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| WO 95/07003 | PCT | 03/09/95 |
| WO 95/32585 | PCT | 11/30/95 |
| WO 96/09721 | PCT | 03/28/96 |
| WO 96/34491 | PCT | 10/31/96 |
| WO 96/41471 | PCT | 12/19/96 |
| WO 97/18675 | PCT | 05/22/97 |
| WO 97/31480 | PCT | 08/28/97 |
| WO 97/42763 | PCT | 11/13/97 |
| WO 97/48230 | PCT | 12/18/97 |
| WO 97/49237 | PCT | 12/24/97 |
| WO 97/49242 | PCT | 12/24/97 |
| EP0822718A1 | EPO | 02/04/98 |
| WO 98/06219 | PCT | 02/12/98 |
| WO 98/20675 | PCT | 05/14/98 |
| WO 98/26569 | PCT | 06/18/98 |

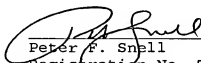
These documents, which are listed on the
 accompanying Form PTO-1449 (submitted in duplicate), were

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either cited by or submitted to the U.S. Patent Office in Reynolds et al. U.S. Patent Application No. 09/217,100, filed December 16, 1998, from which the present application claims priority under 35 U.S.C. § 120. Accordingly, pursuant to 37 C.F.R. § 1.98(d), no copies of these documents accompany this Information Disclosure Statement. It is respectfully requested that these documents be: (1) fully considered by the Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application.

Applicants respectfully request that a copy of Form PTO-1449, as considered and initialed by the Examiner, be returned with the next communication.

Consideration of the foregoing in relation to this patent application is respectfully requested.



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FORM PTO-1449

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICEINFORMATION DISCLOSURE
STATEMENT BY APPLICANTS

DOCKET NO.

UV-55 Cont.

APPLICANTS

Steven J. Reynolds et al.

FILING DATE

Concurrently herewith

APPLICATION NO.

Not yet assigned

CONFIRMATION NO.

Not yet assigned

GROUP ART UNIT

Not yet assigned

U.S. PATENT DOCUMENTS

| EXAMINER INITIAL | DOCUMENT NUMBER | DATE | NAME | CLASS | SUBCLASS | FILING DATE IF APPROPRIATE |
|---------------------|--------------------|----------|-------------------|-------|----------|----------------------------------|
| | 4,694,490 | 09/15/87 | Harvey et al. | | | |
| | 4,704,725 | 11/03/87 | Harvey et al. | | | |
| | 4,965,825 | 10/23/90 | Harvey et al. | | | |
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| | 5,940,073 | 08/17/99 | Klosterman et al. | | | |
| | 5,974,222 | 10/26/99 | Yuen et al. | | | |

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicants.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /R.H./

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|---------------------------------------------------|------------------------------------------------------------|---------------------------|------------------|
| FORM PTO-1449 | U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE | DOCKET NO. | APPLICATION NO. |
| | | UV-55 Cont. | Not yet assigned |
| | | APPLICANTS | CONFIRMATION NO. |
| | | Steven J. Reynolds et al. | Not yet assigned |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANTS | | FILING DATE | GROUP ART UNIT |
| | | Concurrently herewith | Not yet assigned |

U.S. PATENT DOCUMENTS

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| | 5,995,092 | 11/30/99 | Yuen et al. | | | |
| | 6,151,059 | 11/21/00 | Schein et al. | | | |
| | 6,177,931 | 01/23/01 | Alexander et al. | | | |
| | 6,198,509 | 03/06/01 | Dougherty et al. | | | |
| | 6,263,501 | 07/11/01 | Schein et al. | | | |
| | 6,323,911 | 11/27/01 | Schein et al. | | | |
| | 6,388,714 | 05/14/02 | Schein et al. | | | |

FOREIGN PATENT DOCUMENTS

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|---------------------|--------------------|----------|---------|-------|----------|-------------|----|
| | | | | | | YES | NO |
| | WO 95/07003 | 03/09/95 | PCT | | | | |
| | WO 95/32585 | 11/30/95 | PCT | | | | |
| | WO 96/09721 | 03/28/96 | PCT | | | | |
| | WO 96/34491 | 10/31/96 | PCT | | | | |
| | WO 96/41471 | 12/19/96 | PCT | | | | |
| | WO 97/18675 | 05/22/97 | PCT | | | | |
| | WO 97/31480 | 08/28/97 | PCT | | | | |
| | WO 97/42763 | 11/13/97 | PCT | | | | |
| | WO 97/48230 | 12/18/97 | PCT | | | | |
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| | WO 97/49242 | 12/24/97 | PCT | | | | |
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| | WO 98/20675 | 05/14/98 | PCT | | | | |
| | WO 98/26569 | 06/18/98 | PCT | | | | |

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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| EXAMINER INITIAL | |
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